

BRAND GUIDELINES

Institute of Plasma Physics of the Czech Academy of Sciences

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www.ipp.cas.cz



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THE LOGO

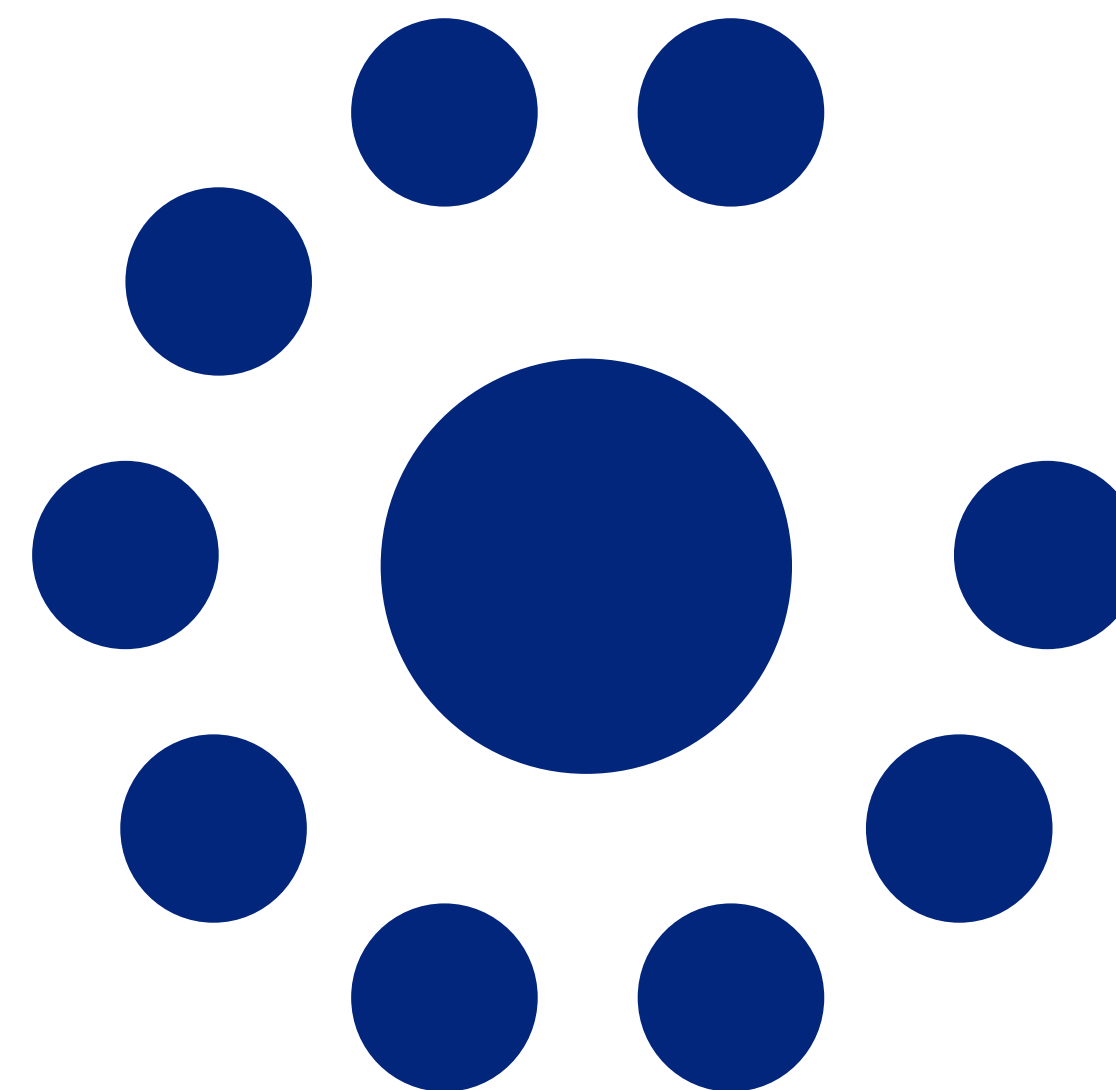
The IPP logo is crucial to increasing brand awareness and perception. It may not be altered in any way other than specified in this style guide.

Consistent use of the logo will develop strong brand recognition and public awareness.

THE SYMBOL

A plasma is created when one or more electrons are torn free from an atom.

The symbol in the IPP logo shows schematic representation of an atom where one electron was torn free from an atom creating plasma.



LOGO - SHORT

Use a short version of the logo only in cases where the whole institute name (Institute of Plasma Physics) is stated elsewhere or in situations where placing the long version of the logo is not possible due to limited space.

Use the horizontal version of the IPP logo where possible. Always consider the vertical version as a secondary option.



Logo horizontal



Logo vertical

LOGO - LONG HORIZONTAL

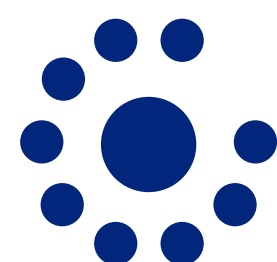
Most common variation of the IPP logo.

Use it where possible.



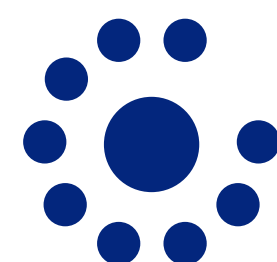
LOGO - LONG VERTICAL

Use a vertical version of the IPP logo in cases where there is limited horizontal space or in a narrow portrait layouts.



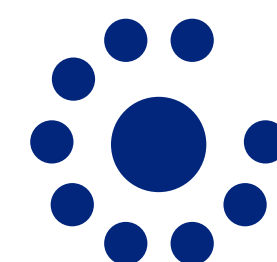
IPP

ÚSTAV
FYZIKY PLAZMATU
AKADEMIE VĚD
ČESKÉ REPUBLIKY



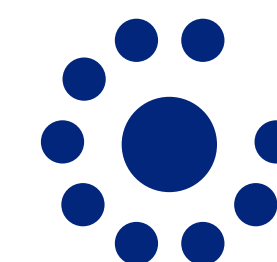
IPP

ÚSTAV
FYZIKY PLAZMATU
AV ČR



IPP

INSTITUTE
OF PLASMA PHYSICS
OF THE CZECH ACADEMY
OF SCIENCES



IPP

INSTITUTE
OF PLASMA PHYSICS
OF THE CAS

LOGO - LONG DUOLINGUAL

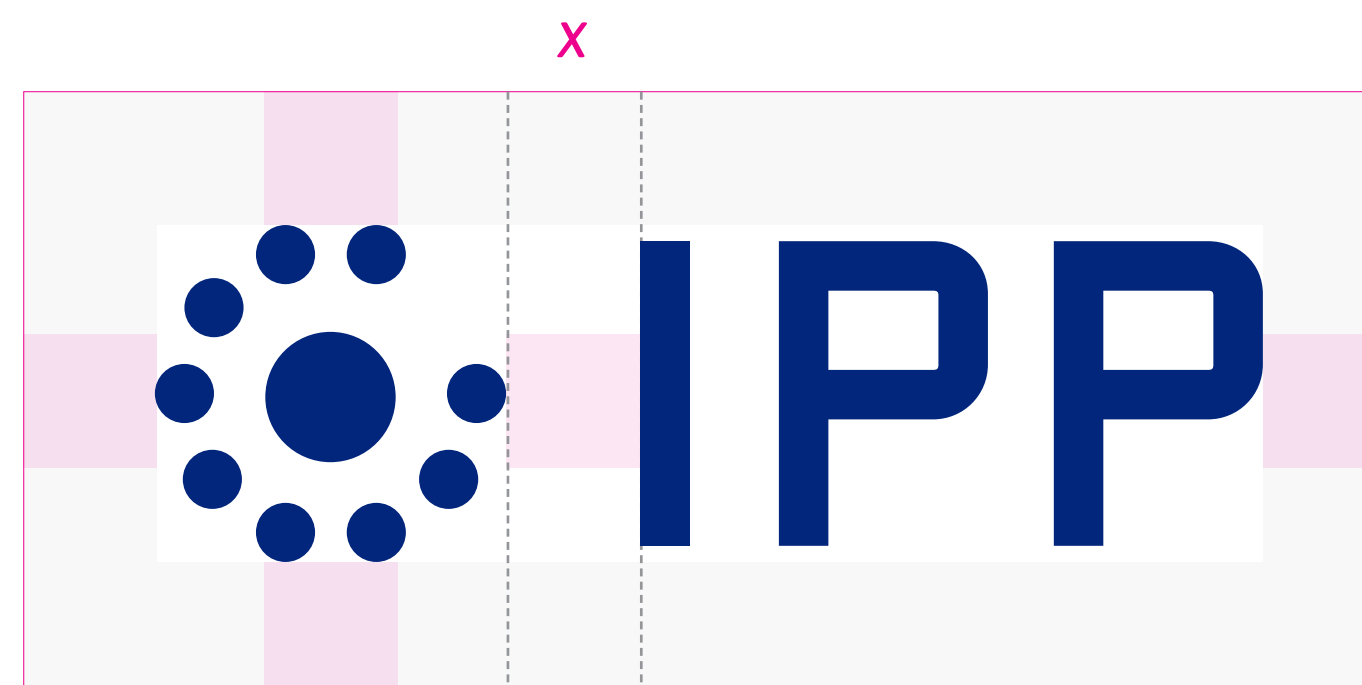
Use these versions of the IPP logo only for multilingual (Czech and English) applications and documents.



CLEAR AREA

The logo must always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas containing illustrations and photography.



The clear area (x) is defined by the width of the gap between the symbol and the IPP abbreviation in the logo.

MINIMUM SIZE

The minimum logo sizes are derived from the minimum size of the symbol = 20 px and 7mm.

The minimum size should only be used for applications when space is truly limited. The logo should never be set smaller than these sizes.

20 px / 7 mm



20 px / 7 mm



37 px
13 mm



56 px
20 mm



56 px
20 mm



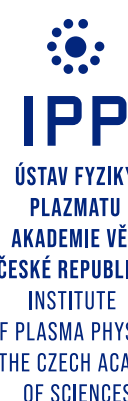
75 px
27 mm



63 px
22 mm



78 px
27 mm



BLACK & WHITE LOGO VERSIONS

The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. However, when this is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.

These two logo versions are used here just as an example. All logo versions are possible to use in black or white variants.

Black versions for light background



White versions for dark background



INCORRECT USE

Here are some examples of how not to use our master logo.



Do not alter logo in any way.



Do not use drop shadow or effects on the logo.



Do not rotate the logo.



Do not stretch the logo.

TYPOGRAPHY

To ensure the integrity of the IPP brand, our typography must be kept consistent across all communications as specified below.

PROFESSIONAL FONT FOR HEADLINES

Use this font only for main headlines.

This font is designated for professional use – print and digital applications. The font is available in Adobe Fonts library

[fonts.adobe.com/fonts/bebas-neue-pro]

for print and web [Typekit] usage.

BEBAS NEUE

PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789/*-+=;,.:

ÁÉÍÓÚÝŽŘČŠĚĐÂÊÎÔÛÃÑÕÄËÏÜŸÅŮÆŒŒÇØÇ

PROFESSIONAL FONT FOR TEXT

Use this font for everything but main headings and subheadings.

Use any font in the Expanded Bebas family but the most common font for text is Bebas Expanded Book.

This font is designated for professional use – print and digital applications. The font is available in Adobe Fonts library
[\[fonts.adobe.com/fonts/bebas-neue-pro\]](https://fonts.adobe.com/fonts/bebas-neue-pro)
 for print and web (Typekit) usage.

Bebas Neue Pro Expanded Book

ExtraBold Bold Regular Middle Book Light Thin

ExtraBold Italic Bold Italic Italic Middle Italic Book Italic Light Italic Thin Italic

abcdefghijklmnopqrstuvw / áéíóúýžřčšěđâêîôûãñõäëïöüÿåůæœƆçøϕ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ / ÁÉÍÓÚÝŽŘČŠĚĎÂÊÎÔÛÃÑÕÄËÏÖÜŸÅŮÆŒƆÇØϕ
 123456789/*-+=;,,

OFFICE FONT

This font is designated for non-professional use in the office.

Century Gothic is available as a default font in Microsoft Windows and in Apple iOS.

Century Gothic

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ABCDEFGHIJKLMNPOQRSTUVWXYZ

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123456789/*-+=;,,.

COLOUR PALETTES

2 PRIMARY COLOURS

The IPPcolour palette consists of Primary and Secondary colour palettes.

IPP Blue

Pantone 3591 C + U
CMYK 100, 87, 0, 25
sRGB 2, 38, 126
HEX #03257E
RAL 5002

White

CMYK 0, 0, 0, 0
sRGB 255, 255, 255
HEX #FFFFFF

2 SECONDARY COLOURS

IPP Light Blue

Pantone 2727 C + U
CMYK 75, 45, 0, 0
sRGB 48, 127, 226
HEX #307FE2

IPP Plasma Red

Pantone Rhodamine Red C + U
CMYK 5, 92, 0, 0
sRGB 225, 0, 152
HEX #E10098

EXAMPLES

EMAIL SIGNATURE

CZ

RADOMÍR PÁNEK / ŘEDITEL
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 **IPP** ÚSTAV FYZIKY PLAZMATU
 AKADEMIE VĚD ČESKÉ REPUBLIKY

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EN


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 **IPP** INSTITUTE OF PLASMA PHYSICS
 OF THE CZECH ACADEMY OF SCIENCES

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HEADED PAPER

CZ



ÚSTAV FYZIKY PLAZMATU
AKADEMIE VĚD ČESKÉ REPUBLIKY

Radomír Pánek
Ředitel

MAIN HEADING H1

HEADING H2

Heading 3

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Heading 3

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1/1

EN



INSTITUTE OF PLASMA PHYSICS
OF THE CZECH ACADEMY OF SCIENCES

Radomír Pánek
Director

MAIN HEADING H1

HEADING H2

Heading 3

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Heading 3

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Za Slovankou 1782/3
182 00 Prague 8, Czechia

 ID: 61389021
 VAT: CZ61389021

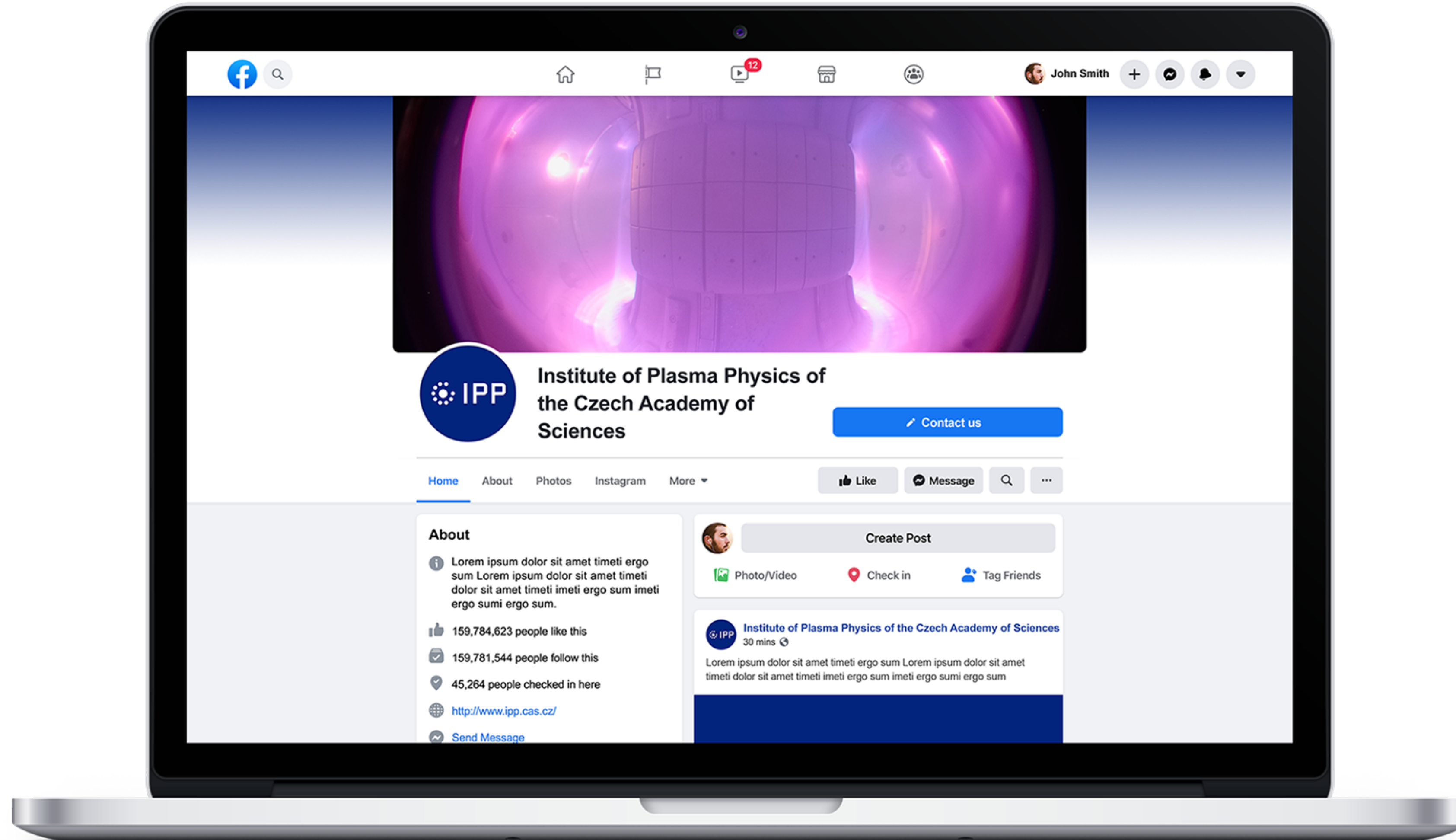
 ipp@ipp.cas.cz
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BUSINESS CARD



FACEBOOK



FOLDER

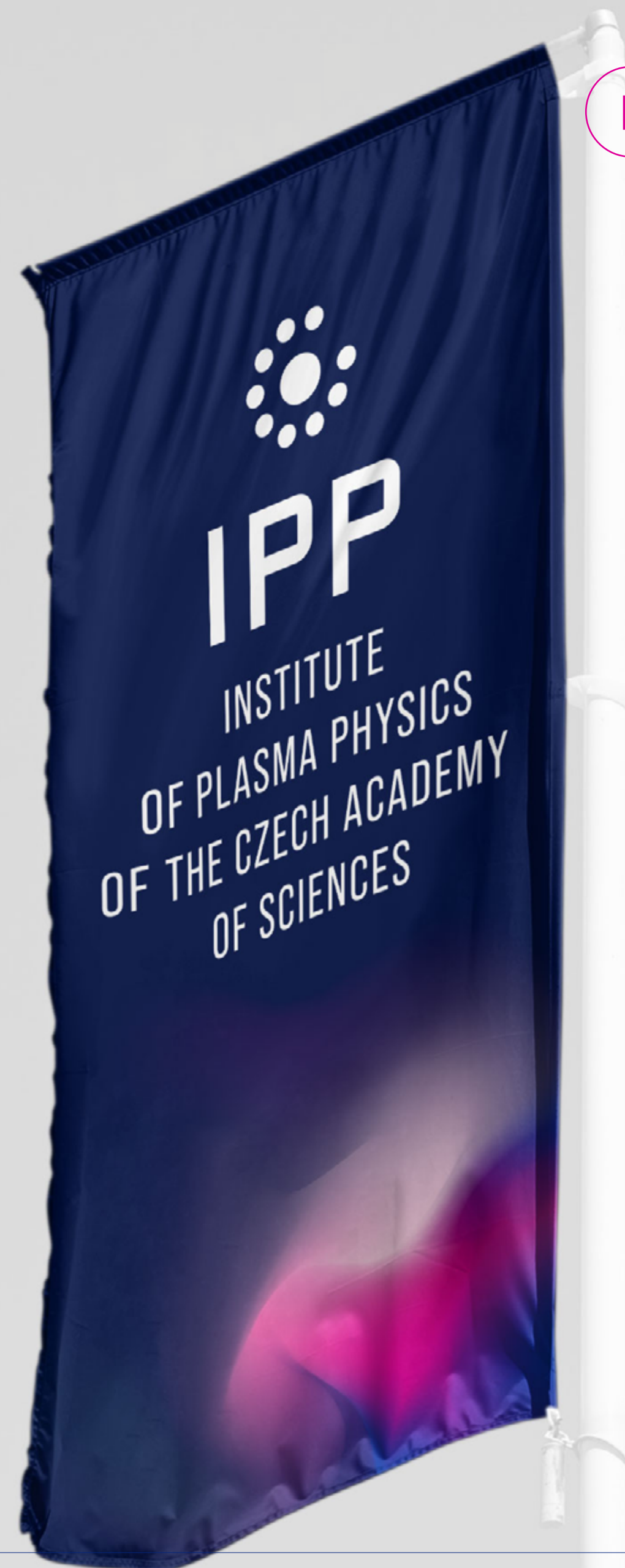


FLAG

A



B



B



C



PEN



CONTACT

Questions? Don't hesitate to contact us.

Radomír Pánek - panek@ipp.cas.cz [IPP Director]

External suppliers:

Aleš Bulva - ales@bulvadesign.com [brand, design]



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